

Our Expert fund manager, with their years of experience, can spot the

HIDDEN POTENTIAL

of Investments, which others may miss





Objective & Investment Philosophy



Objective

Focus on Return Optimization by investing in multicap portfolio of rising enterprises with sound corporate track record and sustainable business model keeping balance between value and growth strategy.

Value investing is the art of buying stocks which trade at a significant discount to their intrinsic value. Portfolio Manager achieve this by looking for companies on cheap valuation metrics, typically low multiples of their profits or assets, for reasons which are not justified over the longer term.

Growth investing is a style of investment strategy focused on capital appreciation. Portfolio Manager invest in companies that exhibit signs of above-average growth, even if the share price appears expensive in terms of metrics such as price-to-earnings or price-to-book ratios.

Value



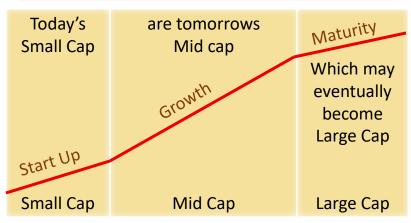
Why Multicap Strategy



	Bull Period			
	Apr-03	Dec-07	CAGR	
Sensex	2960	20287	51.0%	
BSE Mid Cap	952	9789	64.6%	
BSE Small Cap	893	13348	78.4%	

	Bear Period			
	Dec-07	Dec-11	CAGR	
Sensex	20287	15455	-6.6%	
BSE Mid Cap	9789	5135	-14.9%	
BSE Small Cap	13348	5550	-19.7%	

	Current Bull period			
	Dec-11	Sep-25	CAGR	
Sensex	15455	80268	12.7%	
BSE Mid Cap	5135	44916	17.1%	
BSE Small Cap	5550	52195	17.7%	



- The table shows <u>outperformance</u> of the Mid Cap and Small Cap Index over the Sensex Index during the <u>Bull Period</u>.
- Outperformance of the Mid Cap and small caps happens because of <u>better earnings growth</u> in the bull phase.
- The <u>P/E</u> for Mid cap and Small Caps also <u>expands</u> as earnings growth is superior v/s Sensex earnings growth.
- Identifying the business within attractive valuation compare to their growth is key factor for outperformance.
- Returns delivered from Mid Cap and Small Cap
 do outperform the Large Cap, however one
 should keep in mind the risk associated with it
 as we see the higher volatility in it. Therefore
 we emphasis on stringent stock selection
 strategy and create a diversified Multicap
 portfolio to create alpha over the benchmark.

4P Strategy – Stock Selection



Past Analysis

Business Moat /Market Share
Operating efficiency
Working Capital Management
Balance sheet growth
ROE And ROCE growth etc

Present Analysis

Current vs Historical
Valuation, Margins, leverage, Asset Turnover
Capacity and utilisation
Capex and Cashflow

4P

Pedigree

Management Experience and Qualification
Corporate Governance Practices
Shareholding patterns

Potential

Sector Outook Favourable Macro
Sufficient capacity
Outstanding Order Book,
Multi year Contract, Client Addition,
Product Pipeline etc

Companies to undergo 4 P Analysis to make it to the Universe

Investment Process





Business Model either in

- Improving Market Share
 Leadership
- Niche Business Model



Rising Enterprises

- Stable and Improving Margins
- Improving ROE and ROCE



Sustainability

- Visibility of Earnings over next 2-3 years
- Predictable business model



Sound Corporate Track Record

- Management back ground
- Accounting & Corporate policies



Allocation



Sector opportunity

- Sector potential to grow
- Cyclical / Non Cyclical
 Favoring Policies



Diversification

 Sectorally well diversified portfolio of 15-20 stocks across Market Capitalization

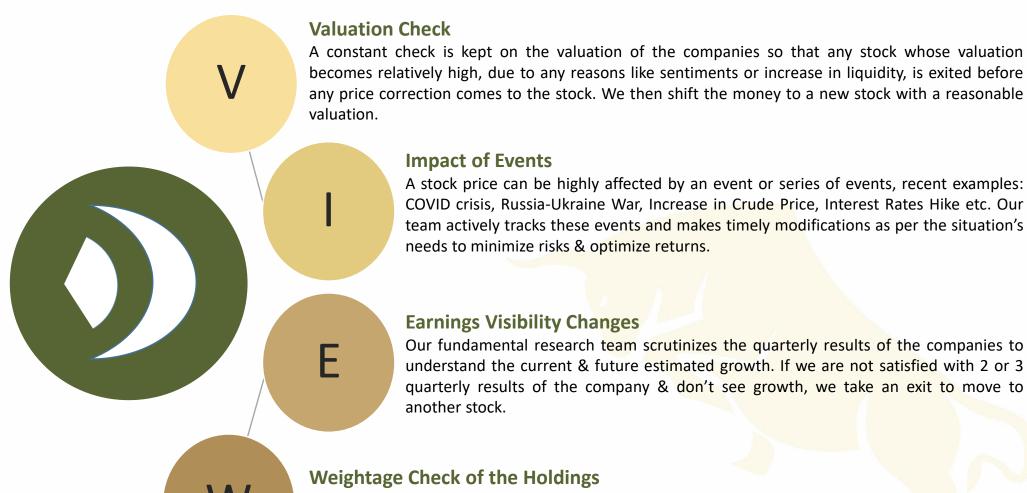


Exposure

- Single Stock exposure < 10%
- Single Sector exposure < 30%







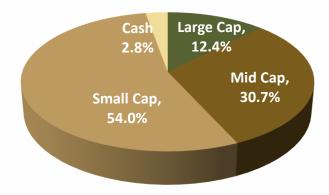
Every stock & sector has been capped to a certain percentage of the total allocation to limit downside due to any uncertainties and also diversify the portfolio. If any stock or sector reaches near to the decided percent of allocation, we book profits and reduce the weightage and invest into any other stock.

Top Holdings & Market Cap Allocation

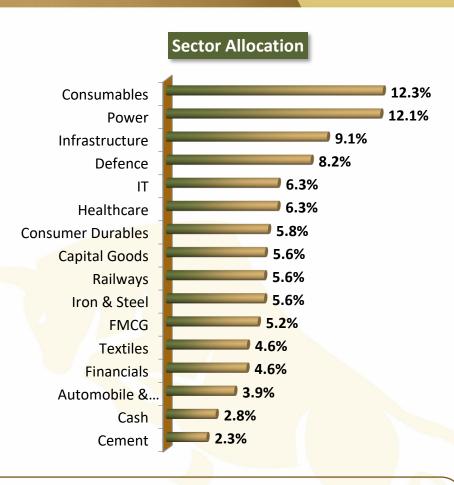


Sr No	Top 10 Holdings	% Holdings	
1	Cemindia Projects Limited	9.1%	
2	Bharat Electronics Ltd	8.2%	
3	Radico Khaitan Ltd	8.0%	
4	Coforge Limited	6.3%	
5	KEI Industries Ltd	6.3%	
6	KPI Green Energy Limited	5.8%	
7	PG Electroplast Limited	5.8%	
8	Schneider Electric Infrastructure Limited	5.6%	
9	Titagarh Rail Systems Limited	5.6%	
10	APL Apollo Tubes Limited	5.6%	





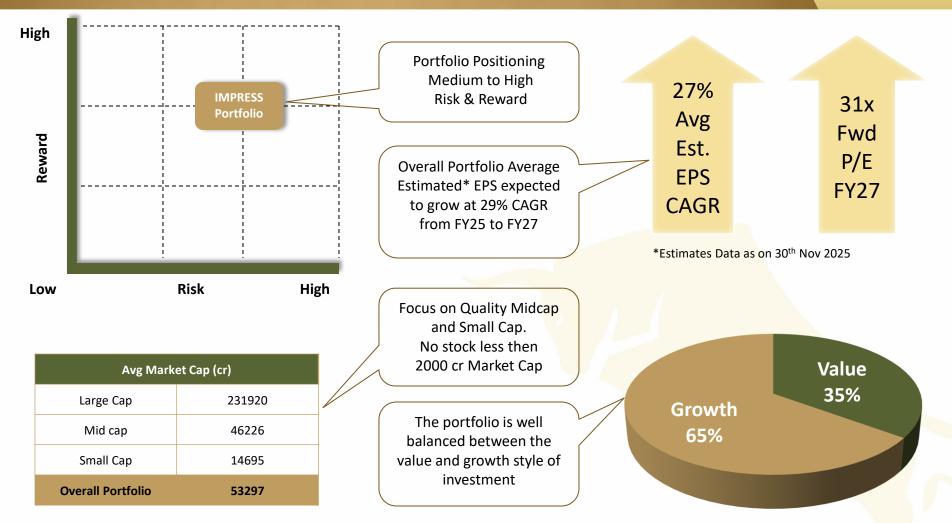
Data as on 30th November 2025



The current model client portfolio comprise of 18 stocks. Portfolio is well diversified across market capitalization and sector. We have shown top 10 stocks based on current portfolio. Most of the stocks are given more or less equal and sizable weightage in portfolio.

Portfolio Strategy





Data as on 30th November, 2025

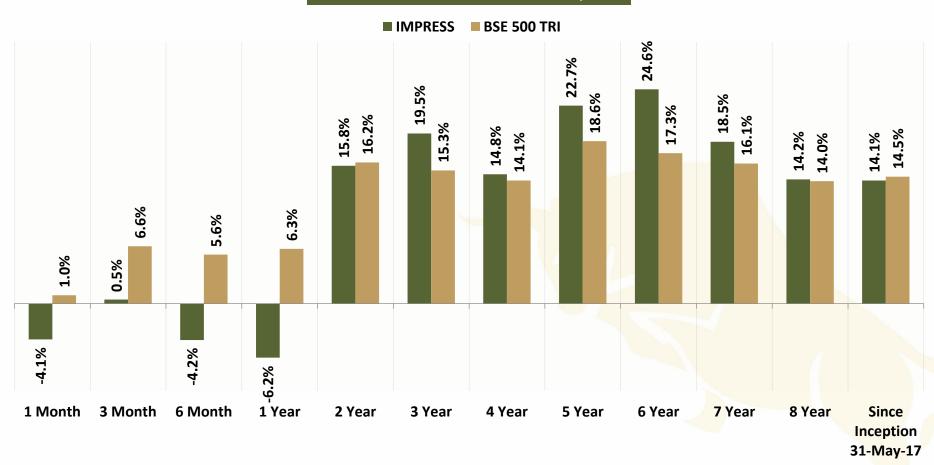
Note: The above stocks are part of model client portfolio.

Source: Internal Research, Ace Equity, Bloomberg* (Estimates)

Portfolio Performance







Note: - Returns above one year are annualized. Returns net of fees and expenses.

Disclaimer: Past Performance is not necessarily indicative of likely future performance. Performance mentioned above are not verified by SEBI. We have shown the performance as Aggregate performance of all clients on TWRR basis.

Key Ratios



Ratios (5 Years Data)						
Particulars	ВЕТА	Standard Deviation	Sharpe Ratio	Treynor Ratio	Jenson Alpha	Avg. Portfolio Turnover
IMPRESS PMS	1	18.4	1.42	26.3	8.18	36.7%
BSE 500 TRI	1	13.5	1.34	18.1	NA	NA

Beta: It measures how much an investment moves compared to the overall market. Beta of 1 means it moves with the market, less than 1 means less risk and greater than 1 means more risk.

Standard Deviation: Shows how much the returns of an investment can go up or down. High ratio means the returns can be very different from the average, making it riskier, while a low standard deviation means the returns are more stable and predictable.

Sharpe Ratio: It tells us how much return we get for the risk we take with an investment. A higher Sharpe ratio means better returns for each unit of risk, making it a good measure of how well an investment compensates for its risk.

Portfolio Turnover: Also called as churn ratio, is used to reflect the frequency of transactions done in the portfolio. High turnover means high frequency of trading, while low turnover means the investments are mostly held for longer periods.

Treynor: It shows how much return an investment gives for the risk taken from market movements. A higher Treynor ratio means better performance for the given risk.

Jenson Alpha: It is used to determine if a portfolio is earning proper returns for the level of its risk. Positive value means that the fund manager is outperforming the market with their stock-picking skills.

Success Stories – Radico Khaitan

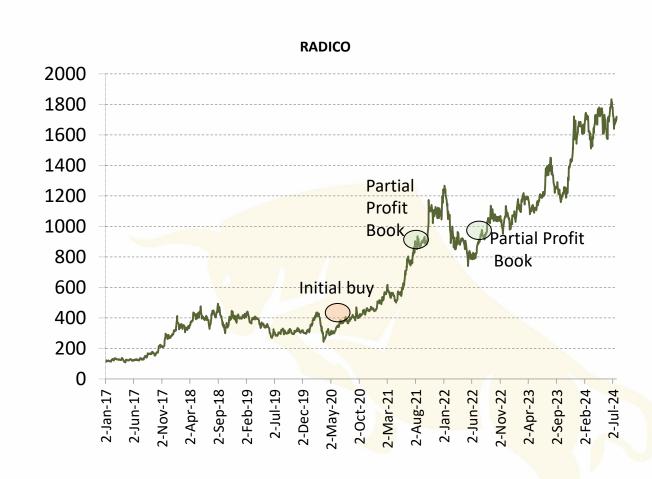


Radico Khaitan Limited (RKL) is one of the oldest and the largest manufacturers of Indian Made Foreign Liquor (IMFL) in India.

RKL is one of the few companies in India to have developed its entire brand portfolio organically, with inhouse capabilities.

With over 15 brands including four millionaire brands in its portfolio – 8PM Whisky, Magic Moments Vodka, Contessa XXX Rum and Old Admiral Brandy - the rich history of over 75 years continues to set the pace for today and shape the business outlook for tomorrow.

Through premium brand launches, backward integration, better pricing and wider distribution, Radico Khaitan is in a sweet spot.

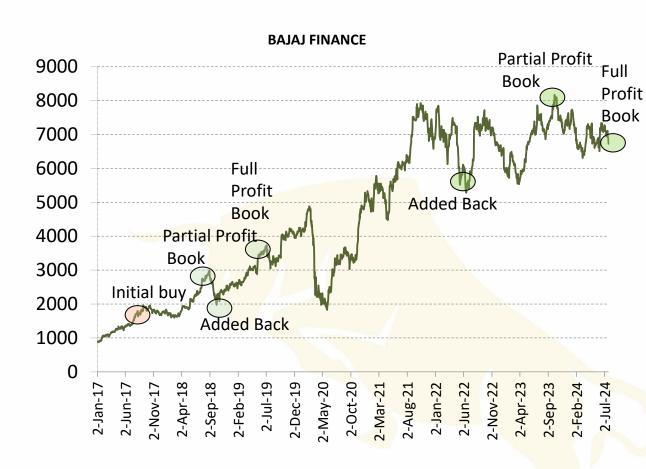


Success Stories - Bajaj Finance



Bajaj Finance

- One of the Fastest growing and well diversified NBFC from the Bajaj Group.
- Consistent growth in NII and ROA with NPA under control.
- Focus on retail franchise.
- Always got better valuation then peers.
- Exited full investment as credit growth is lilkely to be slower and with base reaching so high for NBFC and Capital raising to dilute earning. Which will pull down the premium valuation it command due to high growth.



Founder & Promoter (Anand Rathi Group)





Anand Rathi
Founder & Chairman

Gold medalist Chartered Accountant having more than four decades of rich and varied experience in corporate management, financial & capital markets and corporate & management consultancy.

Served Aditya Birla Group at very senior positions for more than 25 years before starting his own financial services outfit. Shri Rathi was earlier President of BSE for two terms.

Anand Rathi Group derives its strength and vision from legendary leadership of Shri Anand Rathi and charting growth path in his able guidance.



Pradeep Gupta Co Founder & Vice Chairman

Over twenty years broad based experience in the securities market and key driver of the Retail and Institutional Equities business of the group.

Under his leadership, the Group's Institutional & Retail Business has won great recognition and many accolades. He has played a pivotal role in the Group's network expansion and pan India growth.

His valuable contribution towards professionalizing the management of the Group has won him immense respect from the corporate world.

Fund Management Team





Mayur Shah Fund Manager

More than 19 years of rich experience in Investment advisory, Product Development and Portfolio Management.

Working with Anand Rathi since 2007 across Portfolio Management and Private Client Group Equity Advisory.

Started Career with "Kotak Securities Ltd" in 2005 as an Investment Advisor subsequently got into developing Equity products and running the same.

Qualified MBA (Finance) from Mumbai University and Certified Financial Planner.



Vinod Vaya

More than 20 years of rich experience in Investment advisory, Portfolio Management and research.

Worked in past with Standard Chartered Securities, Religare Securities, Enam Securities.

PGDBM from Mumbai.



Minimum investment Strategy

Allocation

Investment Approach

Risk - Reward & Tenure

Type of instruments

Benchmark

IMPRESS Portfolio

Rs. 50 lakhs.

EQUITY

15-20 STOCKS, diversified across sectors. Multicap – Spread between Small, Mid and Large Cap

Multicap Portfolio - Balanced between Value and Growth. Most of the companies have adequate analyst coverage. Most of the stocks will be part of core portfolio.

Medium to High Risk. Investment tenure 3 year plus

Equity & Equity Related Instruments, Fixed Income Instruments, Cash & Cash Equivalent

BSE 500 TRI

Benefits

- Dedicated Web Login for client to monitor portfolio.
- A relationship manager to cater to investment needs
- · Constant monitoring of the portfolio
- Audited statement at year end for tax filing purpose.

Support

Back office customer service desk to address client queries

Fees & Charges

AMC fees : 2.5% p.a (Charged Pro-rata at end of each quarter)

Brokerage : 0.10% on Equity delivery transaction

Exit Load : 2% - 1st Year, 1% - 2nd Year, NIL after 2nd Year.

Other Charges: GST, Other charges levied by Exchange, Custodial

charges (3 bps) levied by custodian and any other

statutory charges.



Specific Disclaimer

All Investment are subject to Market Risk.

Please read the risk factors before investing in the same.

Past Performance is not necessarily indicative of likely future performance

Registration Details

PMS registered under : Anand Rathi Advisors Ltd.

PMS Registration Number: INP000000282.

Custodian : Orbis Financial Corporation Ltd.

Product Support

Name: Vinod Vaya

Tel : 022 - 6281 3851

Email ID: vinodvaya@rathi.com

Back Office Support

Name : Namita Thakur / Mitali

Tel : 022 – 6281 1577 **Email ID** : pmsdesk@rathi.com

Direct On-Boarding

To invest directly into our PMS, please:

Mail: pmsdesk@rathi.com Contact: 022-62813851, 52

Or click here:

https://www.anandrathipms.com/contact-us.php

More Information

Visit Our Website: https://www.anandrathipms.com

Click here for <u>Disclosure Document</u>

OFFICIAL ADDRESS: 10th Floor, Express Zone - A Wing, Western Express Highway, Malad (East),

Mumbai - 400063, India

BOARD LINE : +91 22 6281 7000

THANK YOU



Disclaimer:-This presentation has been issued by Anand Rathi Advisors Limited (ARAL), which is regulated by SEBI. Neither the information nor any opinion expressed constitutes an offer, or an invitation to make an offer, to buy or sell any securities or any options, futures or other derivatives related to such securities ("related investments"). ARAL and its affiliates may trade for their own accounts as market maker / jobber and/or arbitrageur in any securities of this issuer(s) or in related investments, and may be on the opposite side of public orders. ARAL, its affiliates, directors, officers, and employees may have a long or short position in any securities of this issuer(s) or in related investments. ARAL or its affiliates may from time to time perform investment banking or other services for, or solicit investment banking or other business from, any entity mentioned in this report. This presentation is prepared for private circulation. It does not have regard to the specific investment objectives, financial situation and the particular needs of any specific person who may receive this report. Investors should seek financial advice regarding the appropriateness of investing in any securities or investment strategies discussed or recommended in this report and should understand that statements regarding future prospects may not be realized. Investors should note that income from such securities, if any, may fluctuate and that each security's price or value may rise or fall. Past performance is not necessarily a guide to future performance. Foreign currency rates of exchange may adversely affect the value, price or income of any security or related investment mentioned in this report.